

## Case for Support

The Case for Support is the most important tool in terms of communicating your message to donors and encouraging their interest/support. It should aim to provide the donor with key information about your organisation and can be tailored for each individual project that you are seeking funding for, as well as the key interests of each particular donor or sponsor. It is important that, while the overall message remains the same, the 'ask' or approach is tailored to the language/objectives/areas of interest of the person, trust or company being approached for funding.

A Case for Support needs to include the following information:

- Why the donor should give to your organisation
- How the donor can contribute to activities
- Sets out key information that needs to be communicated to donors about your organisation – this can then be adapted to meet needs of specific donors or tailored to different fundraising activity.

A Case for Support needs to communicate:

- Your organisation's activities – which should come from vision/mission statement
- Level of need, why important, create a sense of urgency
- Needs to paint a picture for the donor about your organisation, using facts and figures
- Specific objectives of appeal – how will your organisation meet the needs of beneficiaries
- History/recent success – show why you are the most suitable organisation to make this difference
- If fundraising fails, what will happen?
- How much money is required over what period of time?
- Urgency of need – break down total sums into smaller amounts
- How donor will make a difference – show potential gift against tangible benefit.
- Focus on benefits - describe what you do and include examples
- The case for support should be regularly reviewed and updated, to include any particular successes in terms of fundraising or other income achieved.
- Your Case for Support forms basis of preparing fundraising materials